

Subject: Re: Pershing Square Clean Up - 11/17

From: Belinda Jackson

Date: 11/13/2018, 11:10 AM

To: Joella Hopkins

CC: Louise Capone, Robert Gonzales <robert.c.gonzales@lacity.org>, Patricia Delgado <trish.delgado@lacity.org>, Juan Benitez <juan.benitez@lacity.org>

Thanks Joella. Can you pls send me the draft of the flyer before it goes to print? We can still do banners.

Sent from my iPhone

On Oct 30, 2018, at 1:05 PM, Joella Hopkins <joella.hopkins@lacity.org> wrote:

Hi all. I wanted to confirm a few details for our 11/17/2018 Team Up to Clean Up.

Robert and I spoke last week and it looks like we can have the following items for Residents to do...

1. Help plant succulents / green the grounds.
2. Painting (Touch Ups)
3. Cleaning / Wiping down the playground

All of these would have a team captain - direction from Robert / Pershing Square (RAP) representative.

Louise - I would like to email you under separate cover that would detail set up, etc.

We just got approval on final our mass mailer so that should be headed out late this and the beginning of next week. I'll be sending over the Online Marketing Flyer over today so we can begin to promote as well.

Belinda - you mentioned banners - I will have the graphics for us tomorrow. Thank you.

Thanks all!

Joella Hopkins

DTLA Area Director & Strategic Media
Office of Councilmember José Huizar
City of Los Angeles | Council District 14

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On Tue, Oct 23, 2018 at 5:48 PM, Louise Capone <

wrote:

Please keep me looped in on this project and notify me of the meeting. Maybe together we can spike the clean up with something fun

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Sent from my iPhone

On Oct 23, 2018, at 12:04 PM, Joella Hopkins <joella.hopkins@lacity.org> wrote:

Robert,

I'm at a conference tomorrow so I'll be available early your time... can you give me a call when you get in tomorrow?

Thank you.

Joella Hopkins
DTLA Director & Strategic Media
Office of LA City Councilmember Jose Huizar
Mobile 213.248.1738
sent via remote

On Wed, Oct 17, 2018, 1:49 PM Robert Gonzales <robert.c.gonzales@lacity.org> wrote:

I would love to set up a walk through of the park and see what kind of ideas you may have on how to help and incorporate them with our needs at Pershing Square. My schedule is Monday- Friday from 6am-2:30pm. Please let me know what date works best for you. Thanks!

On Tue, Oct 16, 2018 at 2:41 PM Joella Hopkins <joella.hopkins@lacity.org> wrote:

Thanks!

Hi Robert. We will be at your disposal. Can you please let me know what we can coordinate? Cleaning up the playground, painting, sweeping, planting, etc...

I will, have everyone signing waivers.

Appreciate it.

Joella Hopkins

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On Tue, Oct 16, 2018 at 2:06 PM, Patricia Delgado <trish.delgado@lacity.org> wrote:

Hi Joella,

I am glad Louise was able to assist you with the date for the clean up at Pershing Square. The pop up tents with information is a great idea and Louise can provide you with the marketing materials for Downtown on Ice as well. I have included Robert Gonzales who is the area maintenance supervisor on the email. He is the best contact to let you know the type of assistance maintenance needs in cleaning up the park.

Trish

On Tue, Oct 16, 2018 at 12:41 PM, Joella Hopkins

<joella.hopkins@lacity.org> wrote:

Hi there. Good Afternoon.

Louise - thank you for your help in securing the AM for us. We are excited to recruit residents to do some clean up. Can you please let us know what we can do in terms of assisting with clean up. Playground, painting, sweeping, washing down, etc?

Also, we are looking to do a quick post clean up session with some general info for about 2 - 4 pop up tents. Can we include the holiday festivities in terms of marketing collateral.

Thanks a bunch! Talk soon.

Joella Hopkins

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Trish Delgado

Principal Recreation Supervisor I
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PARK PROUD LA

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Robert C. Gonzales

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